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# CONSUMER PURCHASES OF Selected Fruits and Juices

By Regions and Retail Outlets

October - December 1957



CPFJ-58

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

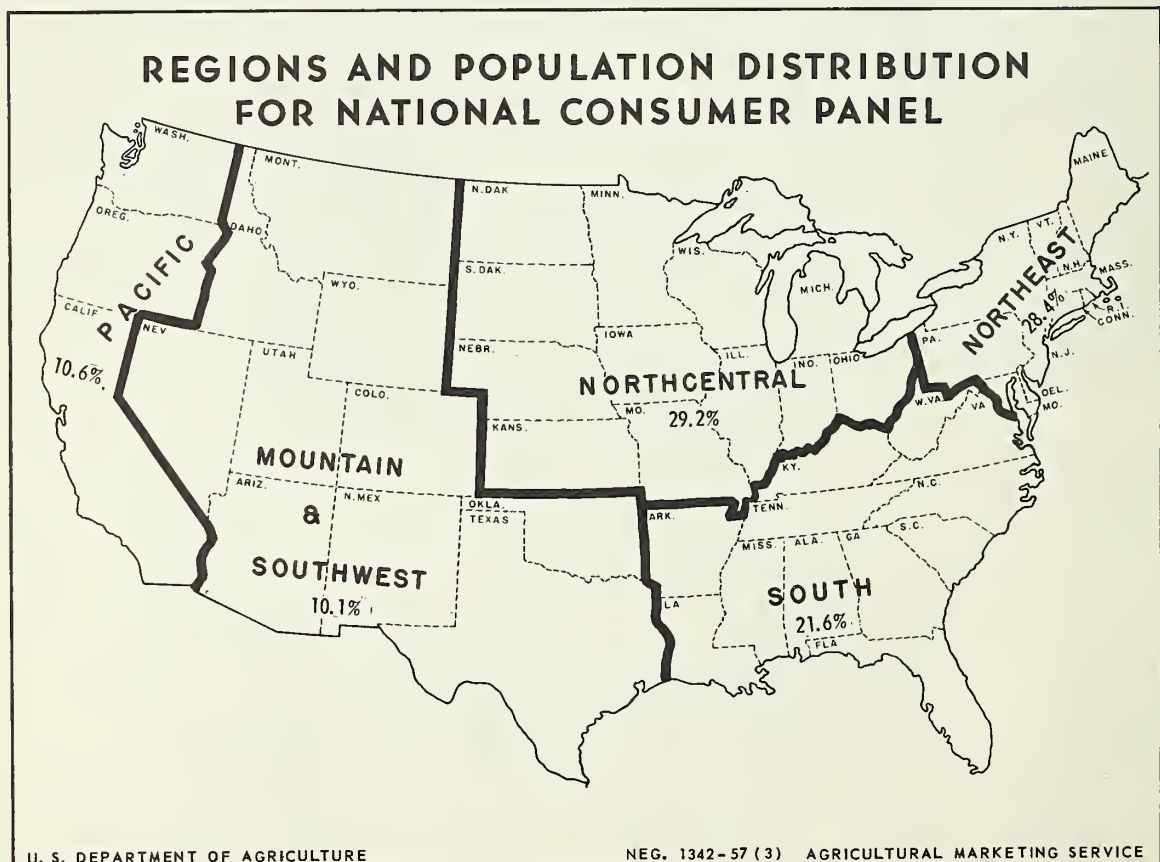
WASHINGTON 25, D.C.

## FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.





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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,  
BY REGIONS AND RETAIL OUTLETS, OCTOBER-DECEMBER 1957

: The data in this report represent estimated purchases of :  
: specified fruits and juices by household consumers only. They :  
: do not include purchases by restaurants, hospitals, hotels, or :  
: other institutional outlets. :

SUMMARY

United States household consumers purchased considerably more concentrated, chilled, and single-strength orange juices in October-December 1957 than in the corresponding 13 weeks a year earlier. Frozen lemonade concentrate registered a substantial increase, and moderate gains were reported for canned single-strength lemon juice. Purchases of canned single-strength grapefruit juice also were up moderately, but buying of frozen concentrated grapefruit juice and of grapefruit sections was down.

Purchases of prune juice remained near the level of a year earlier; a moderate increase was reflected in tomato juice buying.

The quantity of fresh grapefruit purchased rose 26 percent from October-December 1956. Buying of fresh oranges and lemons increased slightly, while purchases of tangerines declined substantially.

Frozen juices, chilled juice, and ades: Household consumers purchased 18.2 million gallons of frozen concentrated orange juice during the fourth quarter 1957, 2.3 million gallons or 14 percent more than in the corresponding quarter a year earlier and only slightly below the record established in April-June 1957. Purchases were up in all regions, with increased buying in the North Central States accounting for nearly half the total gain. Per capita purchases, varying from 1.2 cans (6-ounce) in the South to 3.4 in the Northeast, averaged 2.3 cans for the quarter, or 0.2 can more than a year earlier. The gain reflected a larger proportion of families buying the product, and larger purchases per buying family. <sup>1/</sup> There was a decline of 1.3 cents in the average price paid for a 6-ounce can of concentrate. Prices paid by householders in October-December 1957 ranged from 15.1 cents in the South to 16.5 cents in the Mountain-Southwest, and averaged 15.5 cents for the country as a whole (table 1).

About 217,000 gallons of frozen concentrated grapefruit juice were purchased by household consumers in the fourth quarter 1957, 13 percent less than the same quarter a year earlier (table 6). Prices paid for frozen grapefruit concentrate averaged 15.3 cents per 6-ounce can, up 1 cent from the fourth quarter of 1956.

Purchases of frozen concentrated juices other than orange and grapefruit totaled 1.8 million gallons, a 32 percent increase over October-December a year earlier. Greater buying in the Northeastern and North Central regions accounted for most of the gain. Purchases also increased in the Mountain-Southwest and

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<sup>1/</sup> See USDA monthly series Consumer Purchases of Selected Fruits and Juices, for data on the proportion of families buying and average family purchases.



Pacific regions, but declined 12 percent in the South. On the average, consumers paid 18.2 cents for a 6-ounce can of "other" frozen concentrated juice, roughly 3 cents more than paid for either frozen orange or grapefruit concentrate.

Fourth quarter purchases of chilled orange juice--6 million gallons--were up 35 percent from the corresponding period of 1956, reflecting a greater proportion of families buying, as well as somewhat larger average purchases per buying family. The purchase volume in the Northeast and South was up 62 and 57 percent, respectively, and a relatively large gain was reported also for the Pacific region. In the other 2 regions purchases decreased substantially. Purchases in the Northeast amounted to slightly more than 10 ounces per person for the quarter, from 4 to 12 times the rate in other regions (table 7).

Prices paid for chilled orange juice in October-December 1957--36 cents per quart nationally--ranged from about 35 cents in the Northeast to 47 cents in the Pacific, reflecting an average drop of 0.6 cent per quart from the same quarter a year earlier.

During the last quarter of 1957, householders bought 1.5 million cases (equivalent 24 No. 2's) of canned single-strength orangeade, moderately more than in the corresponding period in 1956. Purchases were up in all regions except the Northeast where a 15 percent decline occurred. Per capita purchases of canned orangeade in that region were only about one-third of the national average of 9.1 ounces (table 5).

Purchases of frozen lemonade concentrate totaled about 900,000 gallons, 24 percent more than in October-December 1956. Most of the gain occurred in the Northeast which accounted for more than one-third of the total purchase volume. Per capita purchases, however, remained highest in the Pacific (more than double the national average of 5.4 ounces) and lowest in the South. Consumers paid an average price of 12 cents for a 6-ounce can of frozen lemonade concentrate, nearly 2 cents less than in the fourth quarter 1956 (table 3).

Purchases of shelf-pack orangeade during the fourth quarter 1957--342,000 gallons--were 12 percent greater than a year earlier. Substantial gains were reported in the North Central and Pacific regions, while in the Mountain-Southwest the volume was unchanged from a year earlier. In the Northeast and South, purchases continued to be too small for analysis. Prices paid were nearly the same as a year earlier.

Purchases of frozen concentrated orangeade, shelf-pack lemonade, and frozen single-strength lemon juice continued to be too small for analysis (table 8).

Canned juices and fruit: Householders purchased a total of 25.2 million cases (equivalent 24 No. 2's) of canned single-strength juices in the fourth quarter 1957, compared with 21.9 million cases in the corresponding period a year earlier. The Northeast and South each accounted for gains of more than 1.3 million cases, or increases of 16 and 42 percent, respectively, in those regions (table 16).



About 3.9 million cases of canned single-strength orange juice were bought for home use in October-December 1957, 48 percent more than in the fourth quarter 1956, and the largest quarterly volume since mid-1955. Gains were reported for all regions except the Pacific, where the volume remained about the same. The gain over the corresponding period a year earlier based on monthly data was associated with an increase of roughly 3 percentage points each month in the proportion of families buying, and a moderate increase in the average quantity purchased per buying family. There was a decline from 36.4 to 30.8 cents in the average price paid for a 46-ounce can of orange juice. Canned orange juice accounted for about 15 percent of the total single-strength juices purchased in October-December 1957, compared with a 12 percent share a year earlier (table 9).

Purchases of canned single-strength grapefruit juice during October-December 1957 reflected a 6 percent gain over the corresponding quarter 1956. Per capita purchases averaged about 7 ounces, ranging from 6 ounces in the North Central States to 9 ounces in the Pacific. Purchases totaled 2.8 million cases (equivalent 24 No. 2's) and reflected a substantial gain in the South along with moderate gains in the Northeast and Pacific, as contrasted to 17 percent declines in the North Central and Mountain-Southwest. The average price paid for canned grapefruit juice in the fourth quarter 1957 was 27.5 cents per 46-ounce can, 0.7 cent less than a year earlier (table 12).

Canned grapefruit juice accounted for about 11 percent of total single-strength juices purchased during the fourth quarter 1957, a slightly smaller share than a year earlier.

Consumer purchases of canned single-strength lemon juice--156,000 cases equivalent 24 No. 2's--were moderately greater than in the fourth quarter 1956 primarily because of increased buying in the Northeast where the volume was up more than a third. In the North Central States purchases were down 15 percent. These 2 regions account for two-thirds or more of total purchases of the product. On the average, consumers paid about 10.6 cents per  $5\frac{1}{2}$ -6-ounce can of lemon juice, 1.5 cents less than a year earlier (table 16).

About 2 million cases of prune juice (equivalent 24 No. 2's) were purchased in the fourth quarter of 1957, a slightly smaller volume than a year earlier. Buying declined in the Northeast, but increased in the Pacific and Southern regions. Purchases averaged about 5 ounces per person in the fourth quarter, ranging from 3 ounces in the North Central region to 10 ounces in the Northeast. Prune juice accounted for about 8 percent of all single-strength juices purchased in the fourth quarter, a somewhat smaller share than a year earlier. Prices paid for prune juice during October-December 1957 averaged 33.1 cents per quart, up 0.6 cent from the corresponding period a year earlier. Regional prices paid by consumers ranged from 31.1 cents in the Northeast to 35.5 cents in the North Central States (table 14).

Approximately 5.6 million cases (equivalent 24 No. 2's) of tomato juice were purchased by consumers in the fourth quarter 1957, 6 percent more than in October-December 1956. The increase reflected greater buying in the Northeast and South,

but a decline in other regions. On a per capita basis, purchases of tomato juice (about 15 ounces) continued to be higher than for any other reported single-strength juice in all regions but the South, where total and per capita purchases of orange juice lead the field. An average of 27.5 cents was paid for a 46-ounce can of tomato juice during the fourth quarter of 1957, down 0.3 cent from a year earlier (table 16).

October-December 1957 purchases of single-strength juices not individually reported--10.6 million cases equivalent 24 No. 2's--were 17 percent greater than in the corresponding quarter, 1956. On the average, 31.9 cents was paid for a 46-ounce can of "other" juices, up 1.2 cents from a year earlier.

Household buying of canned grapefruit sections amounted to about 800,000 cases (480 ounces per case), 19 percent less than in October-December 1956. The decline was associated with a smaller proportion of families buying and a decrease in the average quantity purchased per buying family. Per capita purchases ranged from 1.3 ounces in the Mountain-Southwest to 3.6 ounces in the Pacific. An average of 19.1 cents was paid for a No. 303 can of grapefruit sections in October-December 1957, 0.9 cent more than in the same period a year earlier. By regions, prices ranged from 18.2 cents in the Northeast to 21.9 cents in the Mountain-Southwest (table 15).

Fresh fruit: The 7.3 million boxes of fresh oranges bought by householders in October-December 1957 represented a moderate gain over the fourth quarter of 1956. Per capita purchases averaged 9.5 oranges during the fourth quarter 1957, ranging from 7.6 oranges in the Pacific to 11 in the Northeast. Householders paid an average of 42.1 cents for a dozen fresh oranges, up 1.3 cents from the corresponding 1956 period (tables 17-19).

Purchases of California-Arizona oranges totaled 2.7 million boxes, 11 percent less than in October-December 1956. Buying was down in all regions except for a slight increase scored in the South. Prices paid for California-Arizona oranges averaged 53 cents per dozen, up 5 cents from a year earlier.

About 3.1 million boxes of Florida oranges were bought for home use in the fourth quarter 1957, a 14 percent gain over a year earlier. Purchases were up in the Northeast, North Central, and Southern regions where the major part of Florida oranges marketed in fresh form are sold. An average of 35 cents per dozen was paid for Florida oranges, 1 cent more than in October-December 1956.

October-December 1957 purchases of Texas oranges totaled about 400,000 boxes, up two-thirds from the level of the fourth quarter 1956. Most of the gain occurred in the Mountain-Southwest, the major market area for Texas oranges. Consumers paid an average of 29 cents a dozen for these oranges, 3 cents less than a year earlier. Purchases of oranges not identified as to area of production amounted to 1.1 million boxes, nearly the same as a year earlier.

About 5.1 million boxes of fresh grapefruit were bought by household consumers in the fourth quarter 1957, a 26 percent rise over October-December 1956. Per capita purchases averaged 2.3 grapefruit for the quarter, varying from 1.4 in the South to 2.9 grapefruit in the North Central region (tables 22-24).



Purchases of Florida grapefruit--3 million boxes--were up 22 percent. Prices paid for these grapefruit in October-December 1957 averaged nearly 90 cents a dozen, about 1 cent less than in the fourth quarter 1956. Purchases of "unidentified" grapefruit amounted to 1.2 million boxes, also an increase of 22 percent. Household buying of California-Arizona grapefruit--535,000 boxes--and Texas grapefruit--470,000 boxes--reflected gains of 54 and 36 percent, respectively, from the same quarter a year earlier. Consumer prices for California-Arizona and Texas grapefruit averaged about 75 cents a dozen, with the former down about 10 cents, while prices paid for Texas grapefruit remained near the same level.

Household buying of fresh lemons in the fourth quarter 1957--790,000 boxes--was slightly greater than in the corresponding period of 1956. Buying averaged 1.6 lemons per person during the quarter, ranging from 1 lemon in the North Central States to 2.5 lemons in the South. Consumers paid about 46 cents for a dozen lemons in October-December 1957, 1.1 cents less than a year earlier. Regionally, prices paid ranged from about 39 cents in the South, where about one-third of the total quantity was purchased, to about 55 cents in the North Central region, where purchases amounted to less than one-fifth of the total quantity sold to householders (table 27).

Tangerine purchases amounted to 1.4 million boxes, 27 percent less than in the fourth quarter a year earlier. Buying was off in all regions, except the Pacific. Prices paid for tangerines averaged 44.4 cents a dozen, 7.2 cents more than a year earlier (table 29).

Retail outlets: About 41 percent of the frozen concentrated juices and a somewhat larger proportion of the ades purchased during October-December 1957 were bought at regional chain stores. Increased buying in these outlets accounted for nearly half of the total gain in purchases of the frozen concentrates and for about 90 percent of the gain in purchases of the ades (tables 2, 4, 5, and 8). Outlets other than regular grocery stores, such as dairies, delicatessens, and fruitstands, continued to supply nearly half of the chilled orange juice purchased by consumers (table 7).

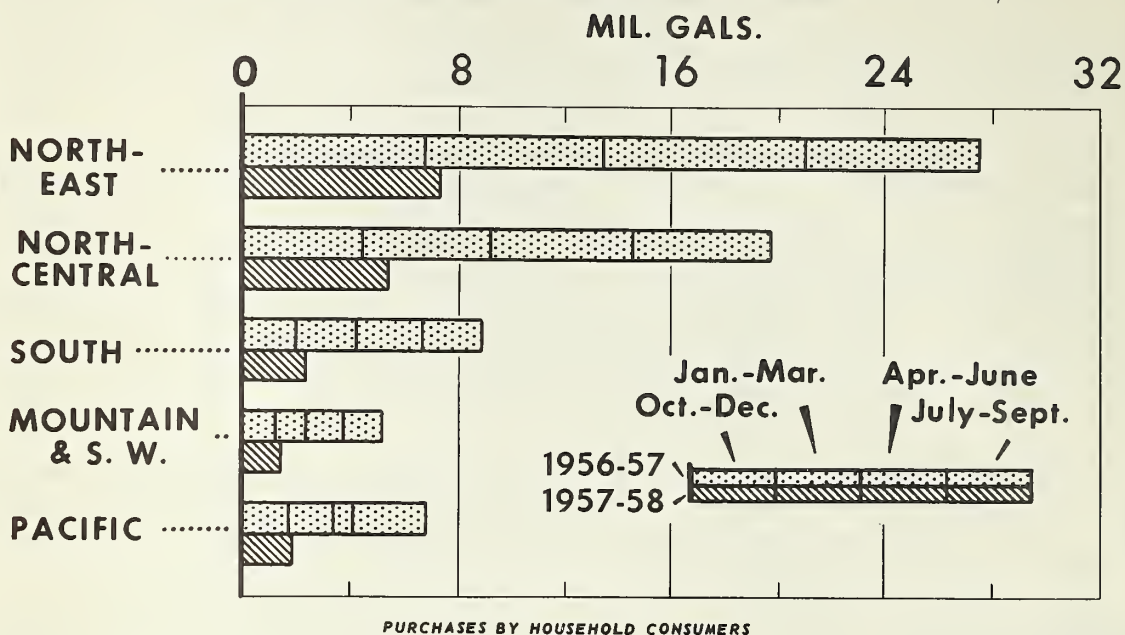
Purchases of single-strength juices, up about one-fourth from the last quarter 1956 in national chain stores, also increased but at a lesser rate in independent and regional chain stores. Regional chains, however, continued to supply about 40 percent of the single-strength juices purchased by consumers; independents supplied about 31 percent.

Purchases of canned orange juice in national chains rose 84 percent from October-December 1956, contrasted to increases of 40 and 34 percent, respectively, in regional chain and independent stores. The proportion of canned orange juice purchased from national chains increased from 22 percent to 27 percent, but declined in independent stores from 45 percent to 41 percent (table 10).

The gain in total purchases of fresh oranges and lemons reflected greater buying in national chain stores (tables 20 and 28). Grapefruit purchases were up in all types of outlets, with the principal gain--39 percent--in regional chains (table 25). Tangerine buying was off in all types of stores, with the greatest loss in the national chains (table 30).



## FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4875-58 (2) AGRICULTURAL MARKETING SERVICE

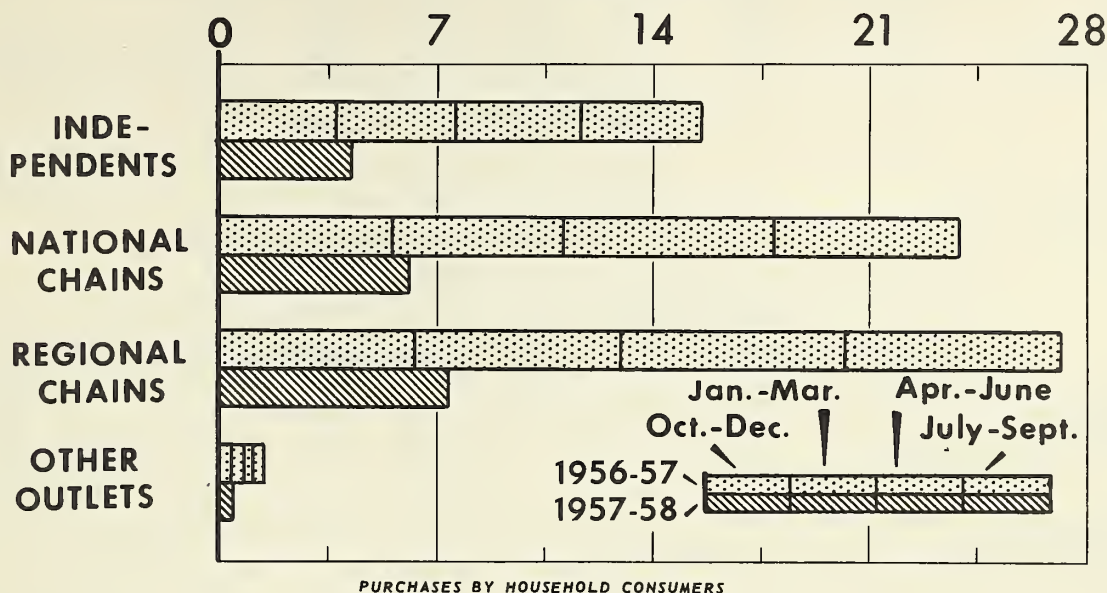
Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

[illegible]

# WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE

MIL. GALS.



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4876-58(2) AGRICULTURAL MARKETING SERVICE

Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	3,756	5,532	6,275	15,911	18.1	16.1	16.4	16.8	17.8	22.0	20.8	20.4
January-March.....	3,852	5,529	6,724	16,522	17.4	15.4	15.6	16.1	18.3	22.8	22.0	21.3
April-June.....	4,095	6,842	7,253	18,495	15.8	13.3	13.8	14.2	19.8	25.6	23.3	23.0
July-September.....	3,909	6,049	6,967	17,255	16.0	13.4	13.8	14.3	18.5	24.4	22.7	22.0
Total.....	15,612	23,952	27,219	68,183								
1957-58:												
October-December.....	4,290	6,134	7,340	18,198	16.9	14.7	15.0	15.5	18.6	24.2	22.4	21.8
January-March.....												
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	718	180	203	71	92	172	13.8	14.9	13.4	14.8	15.4	12.5
January-March.....	664	160	201	62	104	137	14.1	15.1	13.8	14.8	15.9	12.2
April-June.....	4,015	1,615	1,082	349	376	593	11.4	11.5	11.6	11.9	11.9	10.4
July-September.....	6,367	2,033	2,085	608	612	1,029	11.0	11.4	11.1	11.5	11.5	9.9
Total.....	11,764	3,988	3,571	1,090	1,184	1,931						
1957-58:												
October-December.....	891	311	206	83	98	193	12.0	12.1	12.3	12.5	12.9	11.2
January-March.....												
April-June.....												
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1956-57:												
October-December.....	15.3	14.6	18.5	15.9	12.7	15.2	4.4	4.0	4.4	1.8	5.5	10.3
January-March.....	16.1	15.0	18.6	14.0	13.6	17.6	4.0	3.6	4.3	1.6	6.2	8.1
April-June.....	21.9	22.4	21.7	20.4	20.4	22.8	24.3	36.0	23.0	8.9	22.0	35.0
July-September.....	22.9	21.4	23.1	22.6	21.7	25.4	38.4	44.9	44.3	15.5	35.2	60.5
1957-58:												
October-December.....	18.4	18.1	19.9	16.5	16.5	19.7	5.4	6.8	4.4	2.1	5.7	11.3
January-March.....												
April-June.....												
July-September.....												

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	146	250	282	718	15.5	13.6	13.1	13.8	13.8	16.3	14.9	15.3
January-March.....	173	181	271	664	15.7	13.5	13.2	14.1	14.9	14.9	16.7	16.1
April-June.....	928	1,234	1,785	4,015	12.6	11.0	10.9	11.4	19.7	22.7	22.5	21.9
July-September.....	1,436	1,989	2,834	6,367	12.0	10.7	10.5	11.0	20.2	23.5	24.2	22.9
Total.....	2,683	3,654	5,172	11,764								
1957-58:												
October-December.....	178	255	401	891	14.1	11.5	11.2	12.0	15.5	18.9	19.3	18.4
January-March.....												
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



Table 5.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	1,428	185	535	378	179	151	534	323	561
January-March.....	1,353	204	481	331	190	147	586	255	489
April-June.....	1,828	235	622	431	296	244	746	425	629
July-September.....	1,854	237	600	490	273	254	734	437	660
1957-58:									
October-December.....	1,514	158	547	440	204	165	542	291	656
January-March.....									
April-June.....									
July-September.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.4	28.7	27.0	28.1	27.1	26.6	27.7	27.7	26.8
January-March.....	27.5	27.6	27.0	28.0	27.6	27.8	27.4	27.9	27.5
April-June.....	26.9	27.6	26.4	27.3	27.3	26.4	27.0	27.3	26.6
July-September.....	27.1	27.9	27.1	28.1	26.5	26.2	27.3	27.1	27.0
1957-58:									
October-December.....	27.8	28.1	27.8	28.0	27.6	27.5	27.7	28.4	27.5
January-March.....									
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	71.4	63.9	78.9	68.4	63.9	74.7	71.7	65.9	75.0
January-March.....	71.1	67.1	76.2	68.7	67.8	71.8	74.0	64.1	71.8
April-June.....	76.1	65.8	79.7	67.8	74.2	93.0	78.6	75.5	74.0
July-September.....	76.2	62.9	78.6	68.9	75.6	94.6	76.6	77.8	74.2
1957-58:									
October-December.....	72.0	65.8	69.6	72.4	67.2	86.4	74.0	68.3	72.8
January-March.....									
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	8.8	4.1	11.5	9.8	10.8	9.1			
January-March.....	8.2	4.5	10.3	8.5	11.3	8.7			
April-June.....	11.1	5.2	13.2	11.0	17.3	14.4			
July-September.....	11.2	5.2	12.7	12.5	15.7	14.9			
1957-58:									
October-December.....	9.1	3.4	11.7	11.1	12.0	9.7			
January-March.....									
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 6.--Frozen concentrated grapefruit juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	250	92	67	2/	2/	43	71	86	88
January-March.....	272	121	52	2/	2/	56	62	104	84
April-June.....	229	112	55	2/	2/	2/	71	80	78
July-September.....	191	73	2/	2/	2/	2/	56	2/	74
1957-58:									
October-December.....	217	81	2/	2/	2/	2/	59	64	78
January-March.....									
April-June.....									
July-September.....									
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	14.3	14.3	15.1	2/	2/	13.7	15.9	13.1	14.5
January-March.....	14.1	14.0	14.9	2/	2/	13.9	15.7	13.4	14.5
April-June.....	14.8	14.3	16.1	2/	2/	2/	15.8	13.8	14.9
July-September.....	14.7	14.5	2/	2/	2/	2/	15.9	2/	14.2
1957-58:									
October-December.....	15.3	14.3	2/	2/	2/	2/	17.9	15.3	14.1
January-March.....									
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.1	12.6	15.3	2/	2/	15.2	13.0	14.2	13.6
January-March.....	15.9	16.9	13.7	2/	2/	17.8	11.7	17.1	14.7
April-June.....	15.0	16.0	14.5	2/	2/	2/	17.1	15.3	13.1
July-September.....	13.8	14.3	2/	2/	2/	2/	12.6	2/	12.1
1957-58:									
October-December.....	15.6	17.4	2/	2/	2/	2/	12.6	14.1	16.5
January-March.....									
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.5	2.1	1.4	2/	2/	2/			2.6
January-March.....	1.7	2.7	1.1	2/	2/	2/			3.3
April-June.....	1.4	2.5	1.2	2/	2/	2/			2/
July-September.....	1.1	1.6	2/	2/	2/	2/			2/
1957-58:									
October-December.....	1.3	1.8	2/	2/	2/	2/			2/
January-March.....									
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Too few purchases reported for analysis.

Table 7.--Chilled orange juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	4,398	2,332	1,256	516	146	148	1,288	329	753
January-March.....	5,570	3,319	1,318	679	146	108	1,346	584	964
April-June.....	6,217	3,795	1,317	773	140	192	1,356	551	1,280
July-September.....	5,162	3,242	865	814	106	135	1,487	320	814
1957-58:									
October-December.....	5,958	3,771	1,054	809	112	212	1,695	470	1,082
January-March.....									
April-June.....									
July-September.....									
Average price per equivalent quart									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	36.5	36.2	36.5	35.2	32.4	45.8	35.8	31.4	35.2
January-March.....	35.3	34.1	36.1	35.5	35.1	45.3	35.1	28.2	32.8
April-June.....	35.2	33.9	36.6	35.2	34.6	42.7	35.1	27.7	32.5
July-September.....	35.3	34.4	36.0	34.8	33.5	46.6	34.8	27.6	33.3
1957-58:									
October-December.....	35.9	34.6	36.8	35.2	36.1	46.9	34.8	32.9	34.4
January-March.....									
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	37.8	38.0	39.8	38.8	35.8	29.6	36.3	45.9	37.0
January-March.....	38.5	39.0	39.9	38.6	37.3	29.1	35.5	43.6	39.6
April-June.....	39.8	40.3	40.0	39.6	40.6	35.0	36.9	41.6	39.0
July-September.....	39.9	40.2	40.7	41.8	34.8	30.4	42.0	41.6	36.1
1957-58:									
October-December.....	39.3	40.3	38.5	40.9	33.9	33.4	42.1	40.7	35.1
January-March.....									
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	27.0	52.2	27.1	13.3	8.8	8.9			
January-March.....	33.9	73.8	28.1	17.5	8.7	6.4			
April-June.....	37.6	84.6	27.9	19.7	8.2	11.3			
July-September.....	31.1	71.7	18.4	20.8	6.1	7.9			
1957-58:									
October-December.....	35.8	82.1	22.5	20.4	6.6	12.5			
January-March.....									
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.



Table 8.--Concentrated shelf-pack orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

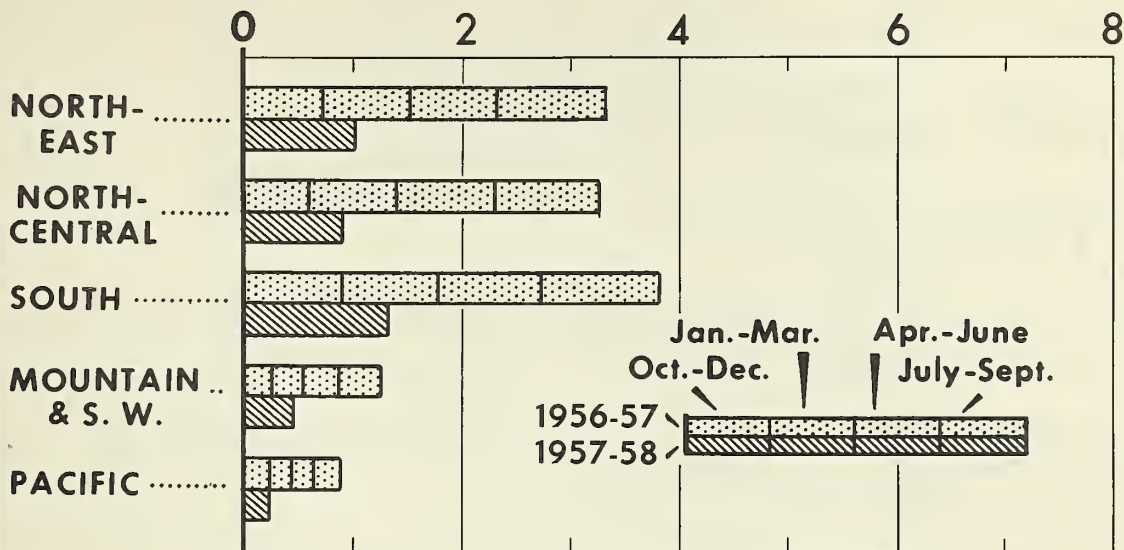
Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	304	2/	181	2/	44	40	151	71	81
January-March.....	272	2/	174	2/	38	38	130	52	83
April-June.....	344	2/	182	2/	49	59	156	57	125
July-September.....	357	2/	210	2/	58	38	130	83	139
1957-58:									
October-December.....	342	2/	216	2/	43	45	140	66	133
January-March.....									
April-June.....									
July-September.....									
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	17.0	2/	17.2	2/	16.7	17.0	17.3	16.4	17.1
January-March.....	16.9	2/	17.1	2/	16.3	17.1	17.3	16.5	16.8
April-June.....	17.1	2/	17.0	2/	17.0	17.6	17.7	16.5	16.7
July-September.....	16.8	2/	17.0	2/	16.7	16.9	16.9	16.4	16.9
1957-58:									
October-December.....	17.2	2/	17.4	2/	17.0	17.3	17.3	16.6	17.5
January-March.....									
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	15.8	2/	17.5	2/	15.9	14.8	18.5	14.6	13.1
January-March.....	16.5	2/	16.9	2/	18.6	14.7	18.4	19.0	13.2
April-June.....	17.0	2/	18.5	2/	17.2	14.8	18.0	17.1	16.0
July-September.....	17.3	2/	19.9	2/	18.4	12.5	17.8	16.5	17.4
1957-58:									
October-December.....	17.4	2/	20.3	2/	15.6	15.0	17.4	17.3	17.7
January-March.....									
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.9	2/	3.9	2/	2.7	2.4			
January-March.....	1.7	2/	3.7	2/	2.3	2.3			
April-June.....	2.1	2/	3.9	2/	2.9	3.5			
July-September.....	2.2	2/	4.5	2/	3.3	2.2			
1957-58:									
October-December.....	2.1	2/	4.6	2/	2.5	2.6			
January-March.....									
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Too few purchases reported for analysis.

# CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES\*



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4877-58(2) AGRICULTURAL MARKETING SERVICE

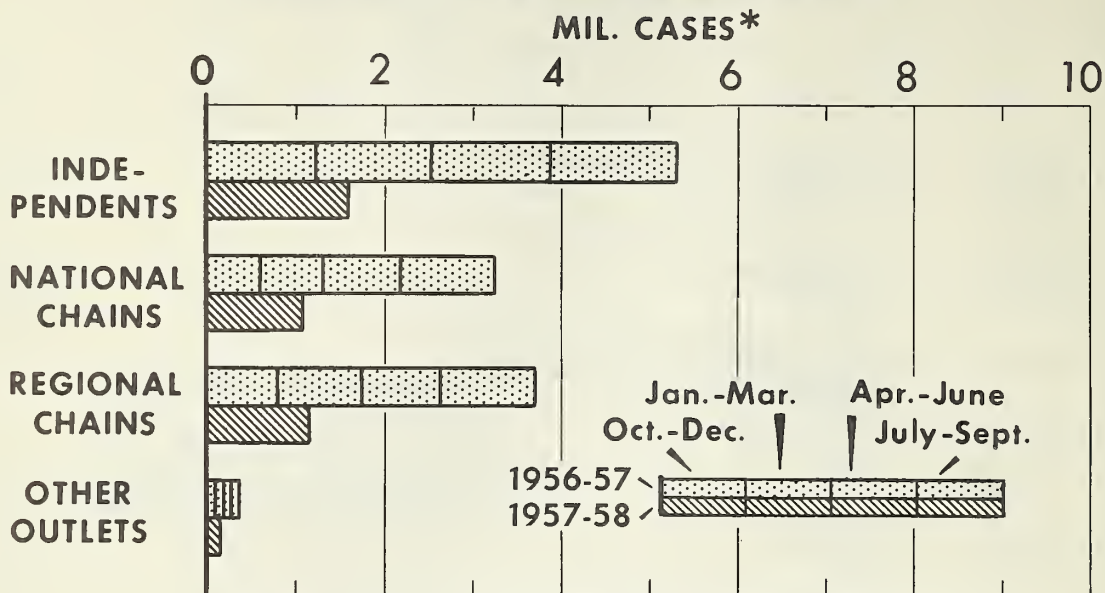
Figure 3

Table 9.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	2,631	714	590	848	253	226	36.4	35.8	37.2	34.7	38.7	39.6
January-March.....	3,032	799	808	937	285	203	34.5	34.1	34.5	33.1	36.3	39.3
April-June.....	3,186	822	907	945	316	196	32.8	31.5	32.2	32.3	35.4	37.1
July-September.....	3,673	992	953	1,079	391	258	30.5	29.1	29.9	29.9	32.8	35.4
Total .....	12,522	3,327	3,258	3,809	1,245	883						
1957-58:												
October-December.....	3,885	1,012	898	1,314	436	225	30.8	29.4	29.9	30.4	32.6	36.7
January-March.....												
April-June.....												
July-September.....												
Total.....												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1956-57:												
October-December.....	52.0	55.8	52.8	52.5	46.7	47.8	16.1	15.9	12.7	21.9	15.3	13.6
January-March.....	54.8	58.3	56.0	55.2	50.9	47.6	18.4	17.8	17.2	24.2	17.0	12.0
April-June.....	56.6	63.4	55.6	55.6	53.0	52.9	19.3	18.3	19.2	24.1	18.5	11.6
July-September.....	58.4	63.8	60.4	56.1	54.9	55.7	22.1	21.9	20.2	27.6	22.5	15.2
1957-58:												
October-December .....	58.9	64.8	58.4	58.5	56.9	52.3	23.4	22.0	19.2	33.2	25.5	13.2
January-March.....												
April-June.....												
July-September.....												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

# WHERE CONSUMERS BUY CANNED ORANGE JUICE



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4878 - 58 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 1A--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

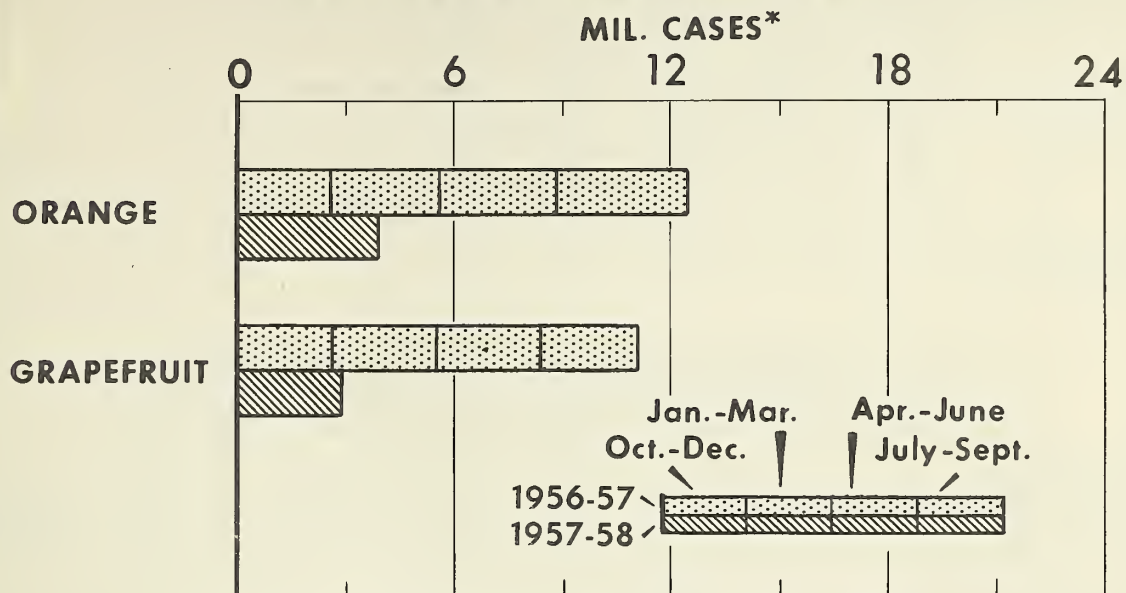
Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	1,189	570	797	2,531	37.6	34.7	35.6	36.4	50.6	56.7	51.7	52.0
January-March.....	1,347	698	904	3,032	35.9	32.6	33.6	34.5	54.3	60.7	52.1	54.3
April-June.....	1,325	873	910	3,186	34.8	30.0	32.1	32.8	54.9	61.4	55.5	56.6
July-September.....	1,422	1,067	1,095	3,673	32.5	27.3	30.2	30.5	56.8	64.1	56.2	58.4
Total.....	5,283	3,208	3,706	12,522								
1957-58:												
October-December.....	1,595	1,049	1,113	3,885	33.1	27.9	29.4	30.8	57.0	65.9	58.2	58.9
January-March.....												
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.



# CONSUMER PURCHASES OF CANNED CITRUS JUICES



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4879-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 11.--Canned citrus juices: Consumer purchases by quarters, October-December 1956 to date

Period	Orange		Grapefruit	
	1957-58	1956-57	1957-58	1956-57
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December.....	3,885	2,631	2,814	2,663
January-March.....		3,032		2,852
April-June.....		3,186		3,030
July-September.....		3,673		2,627
Total.....		12,522		11,172

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 12.--Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	2,663	692	761	482	397	331	28.2	26.9	28.2	26.8	29.7	29.9
January-March.....	2,852	767	761	586	440	298	28.0	27.5	27.8	27.5	28.2	29.5
April-June.....	3,030	888	733	703	373	333	27.5	27.1	26.8	27.3	27.2	29.5
July-September.....	2,627	765	623	611	326	302	27.4	26.7	26.8	27.0	27.7	29.8
Total.....	11,172	3,112	2,878	2,382	1,536	1,264						
1957-58:												
October-December.....	2,814	742	627	749	328	368	27.5	26.6	27.3	26.6	28.3	29.7
January-March.....												
April-June.....												
July-September.....												
Total.....												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1956-57:												
October-December.....	61.4	62.6	62.8	56.8	63.6	61.9	16.3	15.5	16.4	12.5	23.9	19.9
January-March.....	63.6	59.2	68.2	61.6	67.1	63.1	17.4	17.0	16.2	15.2	26.2	17.7
April-June.....	64.6	64.0	68.6	61.9	63.2	66.8	18.3	19.8	15.6	17.9	21.8	19.7
July-September.....	62.1	63.4	68.5	59.8	58.4	60.2	15.8	16.9	13.2	15.6	18.7	17.7
1957-58:												
October-December.....	64.0	69.3	65.2	63.6	60.2	61.7	16.9	16.2	13.4	18.9	19.2	21.6
January-March.....												
April-June.....												
July-September.....												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 13.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	981	802	854	2,663	29.9	26.6	27.5	28.2	56.0	68.0	64.2	61.4
January-March.....	1,053	887	870	2,852	29.7	26.3	27.3	28.0	59.3	74.5	61.4	63.6
April-June.....	1,060	965	966	3,030	29.4	25.5	26.8	27.5	60.1	73.5	63.7	64.6
July-September.....	861	892	842	2,627	28.8	26.2	26.9	27.4	55.2	71.9	63.3	62.1
Total.....	3,955	3,546	3,532	11,172								
1957-58:												
October-December.....	894	975	916	2,814	29.1	25.8	27.2	27.5	58.5	74.8	63.0	64.0
January-March.....												
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 14.--Canned single-strength prune juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	2,086	1,173	353	248	172	140	545	494	1,013
January-March.....	2,280	1,191	422	283	214	170	607	560	1,071
April-June.....	2,140	1,070	406	315	175	174	610	503	999
July-September.....	2,020	1,048	341	278	198	155	592	479	932
1957-58:									
October-December.....	2,047	1,049	353	307	174	164	582	497	942
January-March.....									
April-June.....									
July-September.....									
Average price per 32-ounce bottle									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	32.5	31.0	34.7	33.6	34.6	31.2	34.8	31.6	31.5
January-March.....	32.9	31.0	34.9	33.3	35.4	32.9	35.2	32.2	31.7
April-June.....	32.7	30.9	34.7	33.0	35.6	32.8	34.8	32.1	31.5
July-September.....	32.9	31.2	35.1	33.6	35.1	32.2	34.7	32.1	32.1
1957-58:									
October-December.....	33.1	31.1	35.5	34.2	35.3	32.6	35.1	32.2	32.2
January-March.....									
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	39.4	40.0	38.7	34.5	41.3	44.0	36.0	38.7	42.3
January-March.....	39.9	40.2	38.7	37.0	45.2	39.6	36.4	39.4	43.0
April-June.....	40.2	40.5	40.3	38.6	43.8	38.6	36.3	37.9	45.5
July-September.....	40.5	40.1	40.0	37.2	46.8	41.7	37.1	39.3	44.4
1957-58:									
October-December.....	39.6	40.9	36.3	37.7	43.1	39.6	36.0	39.7	42.8
January-March.....									
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	North-east	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	12.8	26.2	7.6	6.4	10.4	8.4			
January-March.....	13.9	26.5	9.0	7.3	12.7	10.1			
April-June.....	12.9	23.8	8.6	8.0	10.3	10.3			
July-September.....	12.2	23.2	7.2	7.1	11.4	9.1			
1957-58:									
October-December.....	12.3	22.8	7.5	7.8	10.2	9.6			
January-March.....									
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases 24 No. 2 cans, 432 ounces per case.



Table 15.--Canned grapefruit sections: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1956-57:									
October-December.....	994	339	356	89	79	131	304	335	351
January-March.....	859	301	276	78	62	142	265	325	266
April-June.....	785	253	261	93	59	119	264	266	251
July-September.....	950	392	313	89	57	99	270	345	331
1957-58:									
October-December.....	803	288	211	126	48	130	258	275	267
January-March.....									
April-June.....									
July-September.....									
Average price paid per No. 303 can 3/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	18.2	17.2	17.9	18.4	19.6	19.4	19.7	16.8	18.1
January-March.....	18.3	17.5	18.0	18.4	19.0	19.1	19.7	17.2	18.1
April-June.....	18.7	18.0	18.3	19.0	20.0	19.4	20.0	17.6	18.4
July-September.....	18.8	18.1	18.7	19.2	20.3	19.8	20.5	17.4	18.8
1957-58:									
October-December.....	19.1	18.2	18.5	18.9	21.9	19.9	20.8	17.5	19.0
January-March.....									
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	35.8	33.9	36.3	43.8	35.6	35.8	37.0	37.6	33.2
January-March.....	36.8	34.1	36.5	42.8	40.6	37.3	36.6	39.5	34.2
April-June.....	34.7	31.6	33.0	39.1	44.2	35.5	36.3	36.0	31.9
July-September.....	35.6	35.7	36.1	39.0	37.2	31.7	34.7	39.8	32.8
1957-58:									
October-December.....	37.4	34.6	36.4	43.9	38.8	38.2	37.7	39.9	34.8
January-March.....									
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1956-57:									
October-December.....	6.1	7.6	7.7	2.3	4.8	7.9			
January-March.....	5.2	6.7	5.9	2.0	3.7	8.4			
April-June.....	4.8	5.6	5.5	2.4	3.5	7.0			
July-September.....	5.7	8.7	6.6	2.3	3.3	5.8			
1957-58:									
October-December.....	4.8	6.3	4.5	3.2	2.8	7.6			
January-March.....									
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases 24 No. 2 cans, 480 ounces per case.

3/ Net weight 1 pound.

Table 16.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, October-December 1957

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Canned single-strength juices:									
Orange.....	3,885	1,012	898	1,314	436	225	1,595	1,049	1,113
Grapefruit.....	2,814	742	627	749	328	368	894	975	916
Lemon.....	156	58	45	3/	13	28	53	43	59
Prune.....	2,047	1,049	353	307	174	164	582	497	942
Tomato.....	5,644	2,200	1,336	821	520	767	1,618	1,614	2,337
All single-strength juices 4/.....	25,166	9,848	5,465	4,577	2,304	2,972	7,743	7,006	10,028
Canned grapefruit sections.....	803	288	211	126	48	130	258	275	267
	Average price per can 5/								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Canned single-strength juices:									
Orange.....	30.8	29.4	29.9	30.4	32.6	36.7	33.1	27.9	29.4
Grapefruit.....	27.5	26.6	27.3	26.6	28.3	29.7	29.1	25.8	27.2
Lemon.....	10.6	10.1	11.9	3/	13.3	9.8	11.2	9.6	9.9
Prune.....	33.1	31.1	35.5	34.2	35.3	32.6	35.1	32.2	32.2
Tomato.....	27.5	28.8	27.6	29.7	28.9	23.4	29.0	26.9	26.7
Canned grapefruit sections.....	19.1	18.2	18.5	18.9	21.9	19.9	20.8	17.5	19.0
	Average size of purchase								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Canned single-strength juices:									
Orange.....	58.9	64.8	58.4	58.5	56.9	52.3	57.0	65.9	58.2
Grapefruit.....	64.0	69.3	65.2	63.6	60.2	61.7	58.5	74.8	63.0
Lemon.....	15.0	16.2	17.6	3/	11.8	13.3	15.2	14.4	15.3
Prune.....	39.6	40.9	36.3	37.7	43.1	39.6	36.0	39.7	42.8
Tomato.....	56.3	52.4	59.5	52.6	50.1	68.7	52.5	58.8	58.2
All single-strength juices 4/.....	52.5	52.1	53.5	52.1	50.1	54.8	50.5	55.7	52.9
Canned grapefruit sections.....	37.4	34.6	36.4	43.9	38.8	38.2	37.7	39.9	34.8
	Purchases per 1,000 capita								
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Canned single-strength juices:									
Orange.....	23.4	22.0	19.2	33.2	25.5	13.2			
Grapefruit.....	16.9	16.2	13.4	18.9	19.2	21.6			
Lemon.....	.9	1.3	1.0	3/	.8	1.6			
Prune.....	12.3	22.8	7.5	7.8	10.2	9.6			
Tomato.....	33.9	47.9	28.6	20.7	30.5	45.1			
All single-strength juices 4/.....	151.2	214.5	116.8	115.6	135.0	174.5			
Canned grapefruit sections.....	4.8	6.3	4.5	3.2	2.8	7.6			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets, and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case, except 480 ounces per case for canned grapefruit sections.

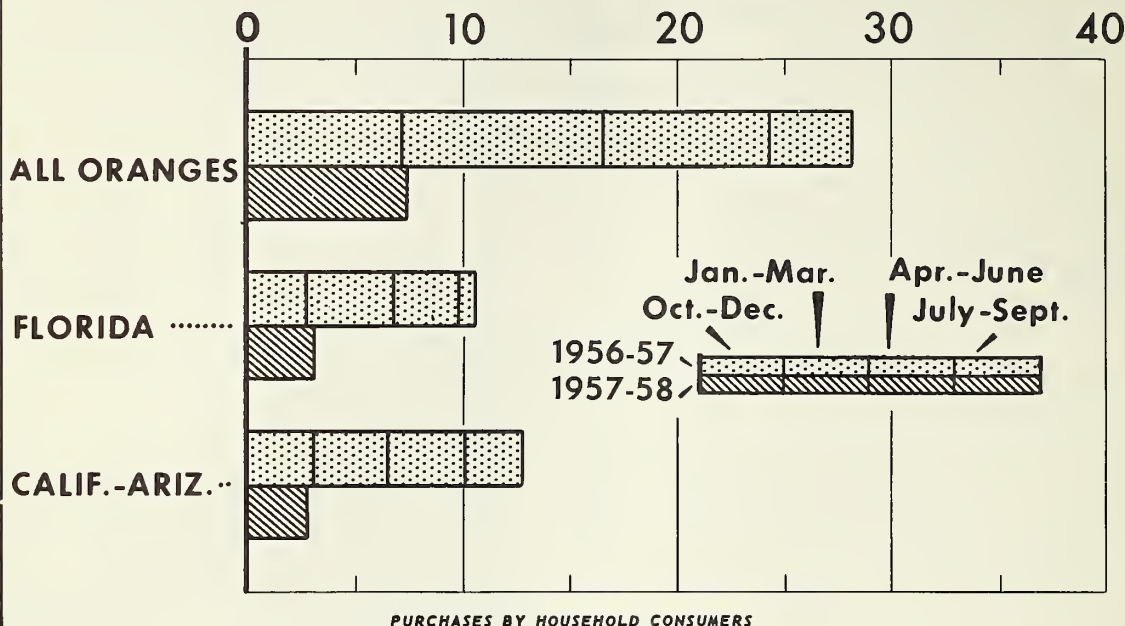
3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5½-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

# CONSUMER PURCHASES OF ORANGES

MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4880-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

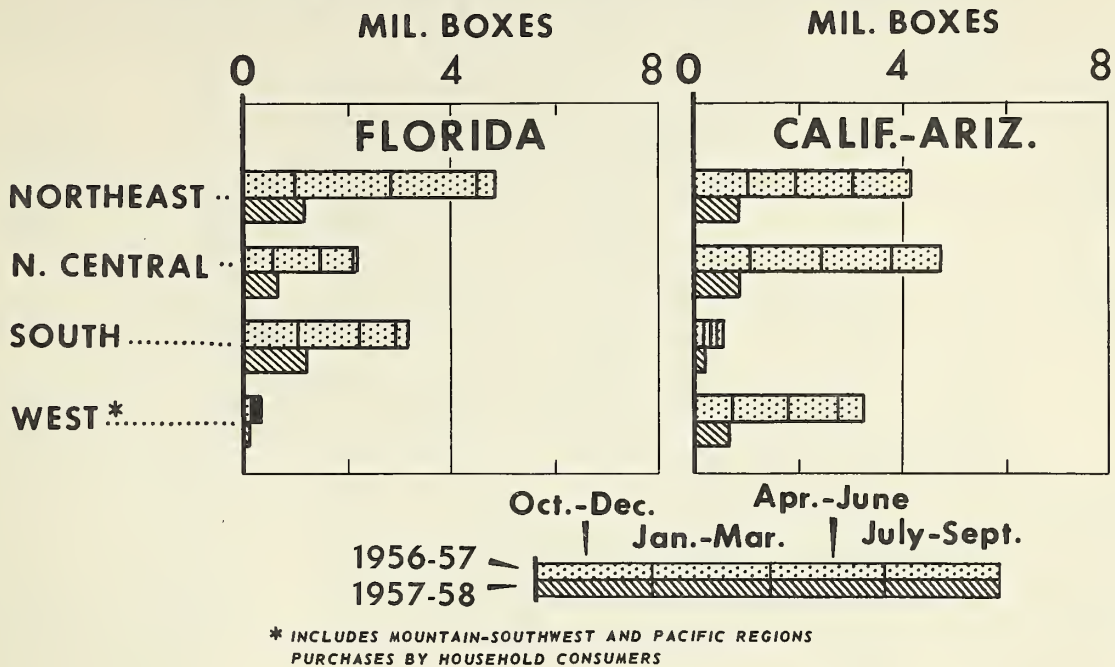
Table 17.--Oranges: Consumer purchases, by quarters, October-December 1956 to date

Period	All oranges <sup>1/</sup>	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1956-57:				
October-December.....	7,068	2,750	3,024	1,059
January-March.....	9,337	4,019	3,431	1,395
April-June.....	7,871	3,031	3,599	1,080
July-September.....	3,917	732	2,693	447
Total.....	28,193	10,532	12,747	3,981
1957-58:				
October-December.....	7,343	3,135	2,701	1,117
January-March.....				
April-June.....				
July-September.....				
Total.....				

<sup>1/</sup> Includes oranges from other States which are not reported as unidentified.



# FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4881-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 18.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
<b>Florida:</b>												
October-December.....	3,135	2,750	1,183	1,001	673	592	1,211	1,068	56	76	1/	1/
January-March.....		4,019		1,940		849		1,164		53		1/
April-June.....		3,031		1,582		656		720		63		1/
July-September.....		732		376		92		243		1/		1/
Total.....		10,532		4,899		2,196		3,195		206		36
<b>California-Arizona:</b>												
October-December.....	2,701	3,024	875	1,055	972	1,070	182	155	210	223	462	521
January-March.....		3,431		898		1,365		151		305		712
April-June.....		3,599		1,123		1,350		123		289		714
July-September.....		2,693		1,084		975		133		167		334
Total.....		12,747		4,160		4,760		562		984		2,281
<b>All oranges 2/:</b>												
October-December.....	7,343	7,068	2,333	2,345	1,926	1,925	1,890	1,603	604	535	590	660
January-March.....		9,337		3,291		2,690		1,686		777		893
April-June.....		7,871		3,050		2,300		1,080		564		877
July-September.....		3,917		1,602		1,167		495		258		395
Total.....		28,193		10,288		8,082		4,864		2,134		2,825

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

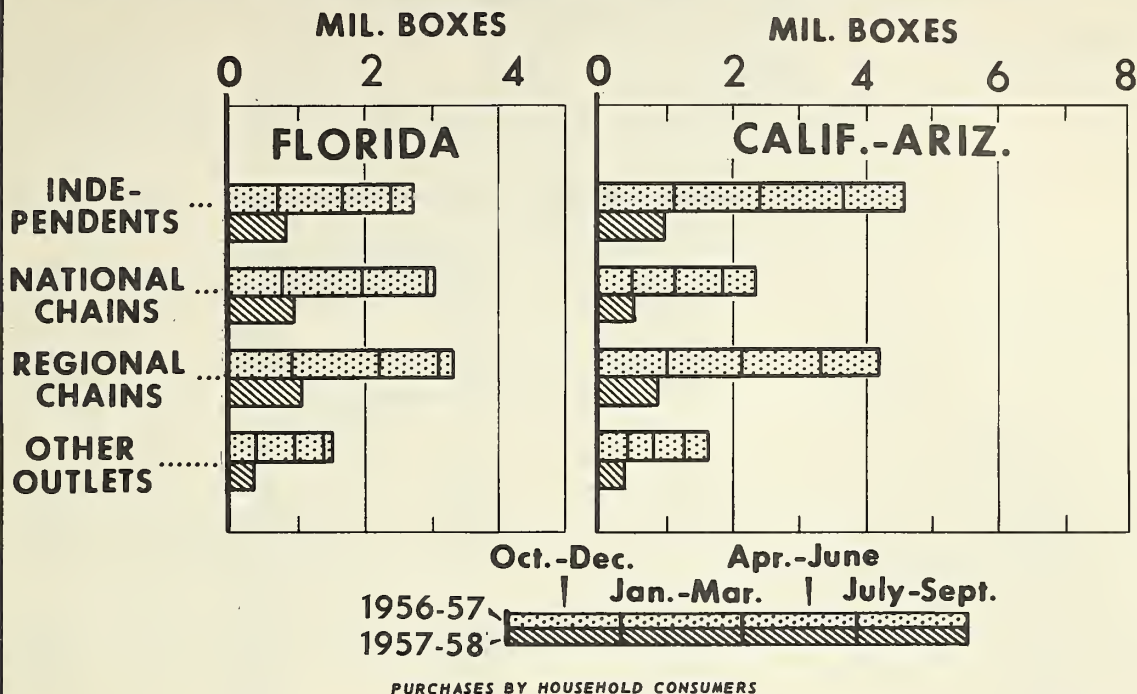
Table 19.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	35.0	34.0	39.5	40.4	37.1	34.7	30.8	29.7	38.2	37.9	1/	1/
January-March.....		37.9		43.0		39.1		31.6		38.7		1/
April-June.....		39.9		44.2		39.9		33.1		42.2		1/
July-September.....		46.1		52.6		47.8		38.5		1/		1/
California-Arizona:												
October-December.....	53.0	48.1	62.0	53.4	53.8	48.8	41.5	42.4	61.2	55.3	43.5	40.5
January-March.....		51.5		62.4		52.6		41.8		55.0		43.4
April-June.....		54.4		65.0		54.8		50.5		59.6		44.3
July-September.....		48.9		53.2		48.0		48.3		54.5		41.2
All oranges 2/:												
October-December.....	42.1	40.8	48.9	47.0	46.0	43.9	32.6	32.0	42.1	43.3	43.2	40.0
January-March.....		43.0		49.2		46.0		33.0		39.9		43.1
April-June.....		47.6		52.7		50.2		35.5		50.2		43.7
July-September.....		47.7		52.8		48.2		42.1		48.1		40.5
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	15.6	16.2	14.0	13.6	14.9	15.6	17.5	18.8	13.9	15.1	1/	1/
January-March.....		14.2		13.2		14.5		15.4		13.3		1/
April-June.....		14.1		13.7		14.5		14.6		12.7		1/
July-September.....		13.3		13.1		12.8		13.5		1/		1/
California-Arizona:												
October-December.....	11.4	12.5	10.4	11.8	11.4	12.2	13.2	13.3	9.8	10.7	12.9	14.4
January-March.....		11.5		9.7		11.5		12.9		10.6		13.3
April-June.....		11.0		9.5		11.4		10.6		9.7		12.8
July-September.....		12.0		11.7		12.6		9.6		10.0		13.0
All oranges 2/:												
October-December.....	13.5	14.0	12.2	12.5	12.8	13.2	16.2	16.7	12.9	12.8	13.1	14.6
January-March.....		12.9		11.6		12.8		14.4		13.4		13.3
April-June.....		12.1		11.5		12.1		13.3		11.0		13.0
July-September.....		12.2		12.1		12.5		11.5		11.5		13.2
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.8	16.9	25.8	22.4	14.4	12.8	30.6	27.6	3.3	4.6	1/	1/
January-March.....		24.5		43.1		18.1		30.1		3.2		1/
April-June.....		18.3		35.3		13.9		18.3		3.6		1/
July-September.....		4.4		8.3		2.1		6.2		1/		1/
California-Arizona:												
October-December.....	16.2	18.5	19.1	23.6	20.8	23.1	4.6	4.0	12.3	13.5	27.1	31.3
January-March.....		20.9		20.0		29.1		3.9		18.1		42.2
April-June.....		21.8		25.0		28.6		3.1		16.9		42.2
July-September.....		16.2		24.0		20.7		3.4		9.6		19.6
All oranges 2/:												
October-December.....	44.0	43.3	50.9	52.5	41.2	41.5	47.8	41.4	35.5	32.3	34.6	39.7
January-March.....		56.9		73.2		57.4		43.5		46.2		52.9
April-June.....		47.6		68.0		48.8		27.5		32.9		52.3
July-September.....		23.6		35.4		24.8		12.7		14.9		23.2

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

# WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4882-58(2) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 20.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets <sup>1/</sup>	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
<b>Florida:</b>								
October-December.....	807	717	948	761	1,038	913	3,135	2,750
January-March.....		921		1,216		1,290		4,019
April-June.....		751		941		906		3,031
July-September.....		312		106		196		732
Total .....		2,701		3,024		3,305		10,532
<b>California-Arizona:</b>								
October-December.....	986	1,121	499	487	873	1,010	2,701	3,024
January-March.....		1,283		645		1,119		3,431
April-June.....		1,264		710		1,184		3,599
July-September.....		926		482		893		2,693
Total .....		4,594		2,324		4,206		12,747
<b>All oranges <sup>2/</sup>:</b>								
October-December.....	2,443	2,395	1,694	1,434	2,320	2,316	7,343	7,068
January-March.....		2,924		2,183		3,061		9,337
April-June.....		2,493		1,854		2,501		7,871
July-September.....		1,446		669		1,225		3,917
Total .....		9,258		6,140		9,103		28,193

<sup>1/</sup> Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas oranges and oranges not identified as to origin.



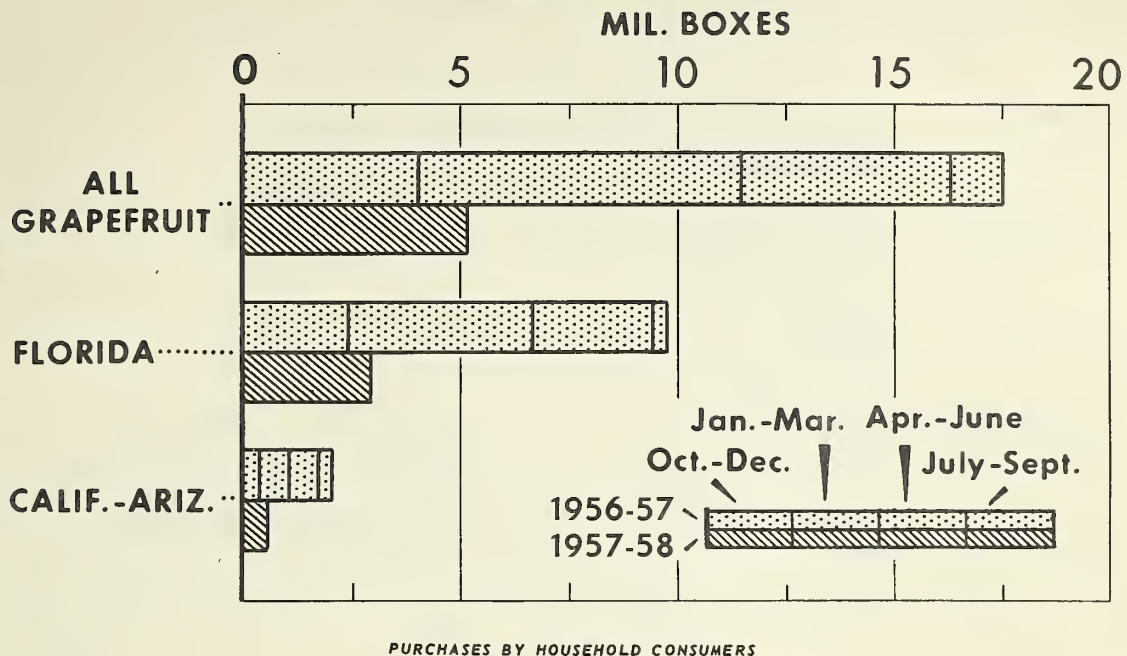
Table 21.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

[illegible]

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Includes Texas oranges and oranges not identified as to origin.

# CONSUMER PURCHASES OF GRAPEFRUIT



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4883 - 58(2) AGRICULTURAL MARKETING SERVICE

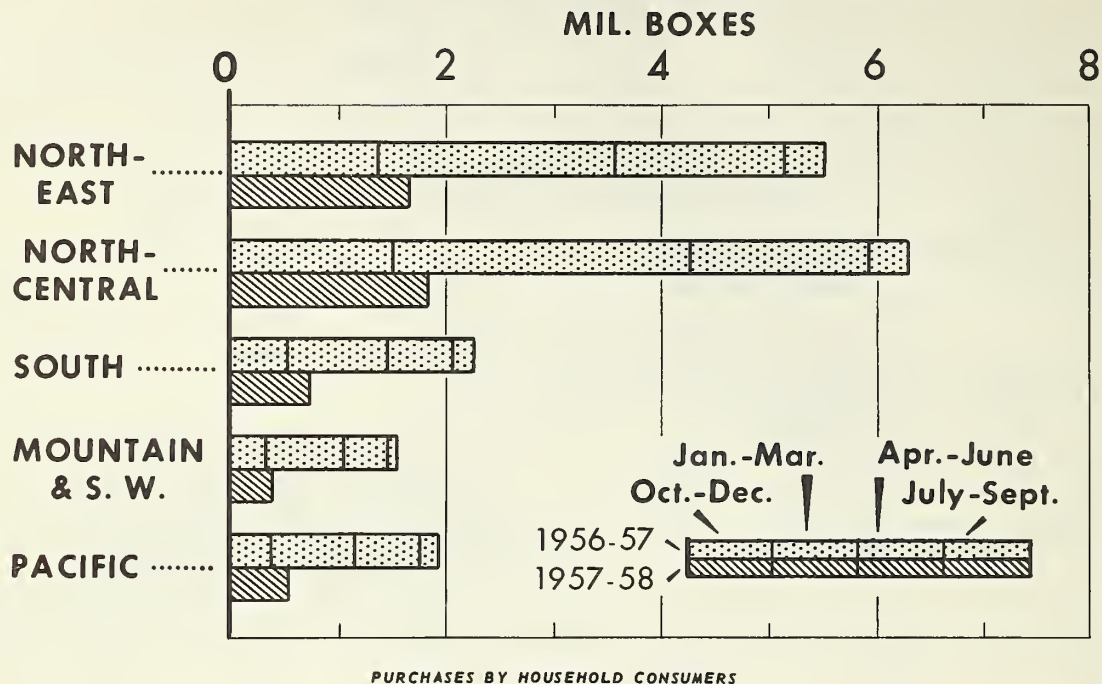
Figure 9

Table 22.--Grapefruit: Consumer purchases, by quarters, October-December 1956 to date

Period	All grapefruit <sup>1/</sup>	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1956-1957:				
October-December.....	4,076	2,438	348	945
January-March.....	7,416	4,221	726	1,320
April-June.....	4,867	2,759	668	1,098
July-September.....	1,151	377	321	426
Total.....	17,510	9,795	2,063	3,789
1957-58:				
October-December.....	5,146	2,985	535	1,156
January-March.....				
April-June.....				
July-September.....				
Total.....				

<sup>1/</sup> Includes fresh grapefruit from other States which are not reported as unidentified.

# GRAPEFRUIT PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4884-58(2) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 23.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:												
October-December.....	2,985	2,438	1,275	1,027	1,075	864	495	402	82	84	58	61
January-March.....		4,221		1,841		1,541		651		131		57
April-June.....		2,759		1,255		954		412		94		44
July-September.....		377		156		102		102		13		1/
Total.....		9,795		4,279		3,461		1,567		322		166
California-Arizona:												
October-December.....	535	348	56	37	60	44	1/	1/	38	37	370	211
January-March.....		726		1/		68		1/		77		538
April-June.....		668		1/		62		1/		115		443
July-September.....		321		84		84		22		34		97
Total.....		2,063		185		258		68		263		1,289
All grapefruit 2/:												
October-December.....	5,146	4,076	1,655	1,348	1,834	1,506	724	539	396	320	537	363
January-March.....		7,416		2,229		2,789		911		701		786
April-June.....		4,867		1,586		1,641		615		427		598
July-September.....		1,151		350		359		202		80		160
Total.....		17,510		5,513		6,295		2,267		1,528		1,907

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.



Table 24.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1956 to date

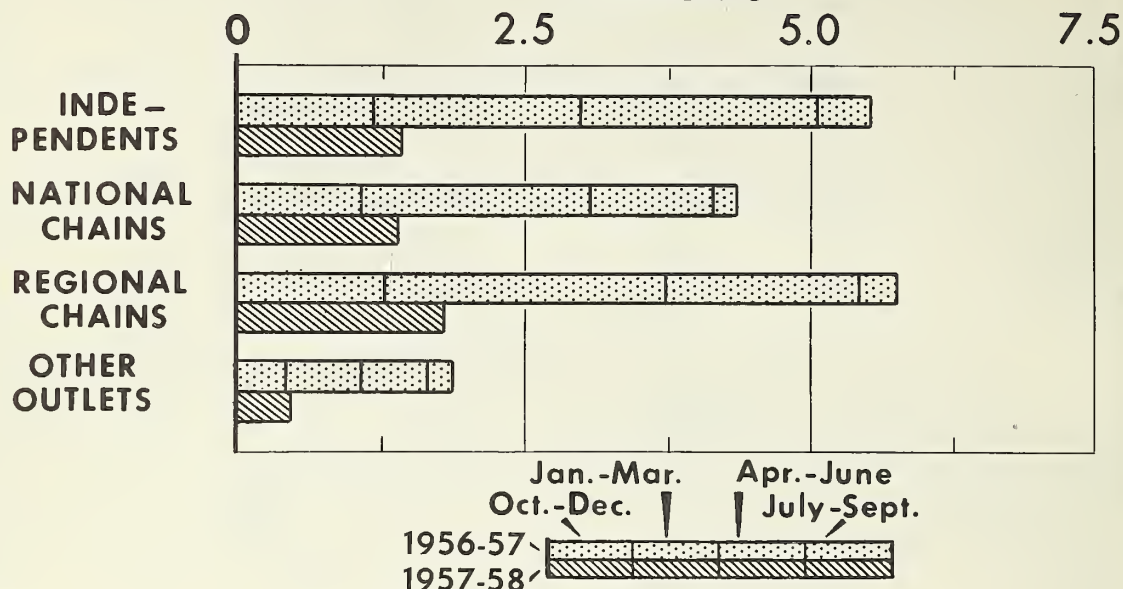
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	90.1	90.9	96.9	100.5	83.0	80.7	80.8	80.8	103.5	106.6	132.2	127.6
January-March.....		84.8		92.4		79.7		70.5		111.7		116.2
April-June.....		94.6		101.6		91.2		77.4		114.6		129.0
July-September.....		110.6		118.8		110.8		97.0		131.0		1/
California-Arizona:												
October-December.....	75.1	84.7	104.0	121.5	83.0	86.9	1/	1/	80.9	90.6	70.7	77.6
January-March.....		66.3		1/		66.4		1/		60.4		65.7
April-June.....		74.5		1/		82.6		1/		62.9		74.5
July-September.....		114.8		127.9		110.4		135.0		120.2		106.6
All grapefruit 2/:												
October-December.....	86.1	89.1	99.0	102.8	80.8	80.4	83.1	85.0	85.9	92.3	80.1	87.8
January-March.....		78.2		92.7		73.4		74.1		73.9		73.9
April-June.....		88.3		100.7		86.7		82.5		85.1		80.3
July-September.....		109.5		123.0		105.6		102.5		124.8		98.7
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	5.1	5.2	4.5	4.6	5.8	6.1	5.4	5.8	4.9	4.7	3.4	3.2
January-March.....		5.6		5.0		6.3		6.4		5.1		3.8
April-June.....		4.9		4.4		5.6		5.7		4.5		3.4
July-September.....		3.9		3.5		4.3		4.3		3.8		1/
California-Arizona:												
October-December.....	6.0	5.6	4.1	3.4	5.7	5.6	1/	1/	6.9	7.1	6.2	5.9
January-March.....		6.9		1/		6.9		1/		9.9		6.8
April-June.....		6.5		1/		5.9		1/		9.7		6.3
July-September.....		4.0		3.4		4.4		3.0		4.2		4.2
All grapefruit 2/:												
October-December.....	5.3	5.2	4.3	4.3	6.0	6.1	5.2	5.3	6.2	5.8	5.4	4.8
January-March.....		6.0		4.9		6.6		5.9		7.2		6.1
April-June.....		5.2		4.4		5.6		5.1		5.9		5.6
July-September.....		4.1		3.5		4.6		4.1		3.9		4.5
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.0	14.9	27.8	23.0	23.0	18.6	12.5	10.4	4.8	5.0	3.4	3.7
January-March.....		25.7		40.9		32.9		16.8		7.8		3.4
April-June.....		16.7		28.0		20.3		10.5		5.5		2.6
July-September.....		2.3		3.4		2.2		2.6		.7		1/
California-Arizona:												
October-December.....	3.2	2.1	1.2	.8	1.3	.9	1/	1/	2.2	2.2	21.7	12.7
January-March.....		4.4		1/		1.4		1/		4.6		31.9
April-June.....		4.0		1/		1.3		1/		6.8		26.1
July-September.....		1.9		1.9		1.8		.6		2.0		5.7
All grapefruit 2/:												
October-December.....	30.9	24.9	36.1	30.1	39.2	32.4	18.3	14.0	23.2	19.3	31.4	21.9
January-March.....		45.1		49.5		59.5		23.5		41.7		46.6
April-June.....		29.4		35.3		34.8		15.7		25.1		35.3
July-September.....		7.0		7.7		7.7		5.2		4.5		9.4

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

# WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4885-58(2) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 25.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:								
October-December.....	711	577	970	802	1,049	772	2,985	2,438
January-March.....		1,016		1,371		1,471		4,221
April-June.....		709		717		1,034		2,759
July-September.....		128		62		120		377
Total.....		2,430		2,952		3,397		9,795
California-Arizona:								
October-December.....	150	118	126	93	222	109	535	348
January-March.....		205		198		274		726
April-June.....		185		145		220		668
July-September.....		121		63		101		321
Total.....		629		499		704		2,063
All grapefruit 2/:								
October-December.....	1,456	1,207	1,402	1,106	1,803	1,299	5,146	4,076
January-March.....		2,318		2,000		2,455		7,416
April-June.....		1,533		1,076		1,676		4,867
July-September.....		453		180		337		1,151
Total.....		5,511		4,362		5,767		17,510

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 26.--Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets <sup>1/</sup>	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	97.3	103.1	85.6	82.8	91.0	92.9	90.1	90.9
January-March.....		96.2		78.0		85.8		84.8
April-June.....		104.4		88.0		97.0		94.6
July-September.....		114.0		112.4		108.8		110.6
California-Arizona:								
October-December.....	83.6	91.6	76.4	85.4	69.5	79.6	75.1	84.7
January-March.....		70.1		68.8		64.6		66.3
April-June.....		83.1		79.3		75.2		74.5
July-September.....		113.4		124.1		119.0		114.8
All grapefruit <sup>2/</sup> :								
October-December.....	90.5	94.5	85.5	85.5	85.4	88.9	86.1	89.1
January-March.....		81.2		76.5		78.6		78.2
April-June.....		92.9		88.8		89.6		88.3
July-September.....		107.3		119.5		114.1		109.5
	Average size of purchase							
	Units		Units		Units		Units	
	Units		Units		Units		Units	
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	4.7	4.6	5.5	5.8	4.9	4.7	5.1	5.2
January-March.....		4.9		6.3		5.3		5.6
April-June.....		4.3		5.4		4.8		4.9
July-September.....		3.8		4.0		3.8		3.9
California-Arizona:								
October-December.....	5.2	5.1	7.2	6.8	6.0	5.2	6.0	5.6
January-March.....		6.8		7.1		6.4		6.9
April-June.....		5.7		7.1		5.3		6.5
July-September.....		3.8		4.6		3.6		4.0
All grapefruit <sup>2/</sup> :								
October-December.....	5.0	4.9	5.4	5.6	5.1	4.8	5.3	5.2
January-March.....		5.7		6.3		5.7		6.0
April-June.....		4.8		5.5		5.0		5.2
July-September.....		4.1		4.2		3.7		4.1

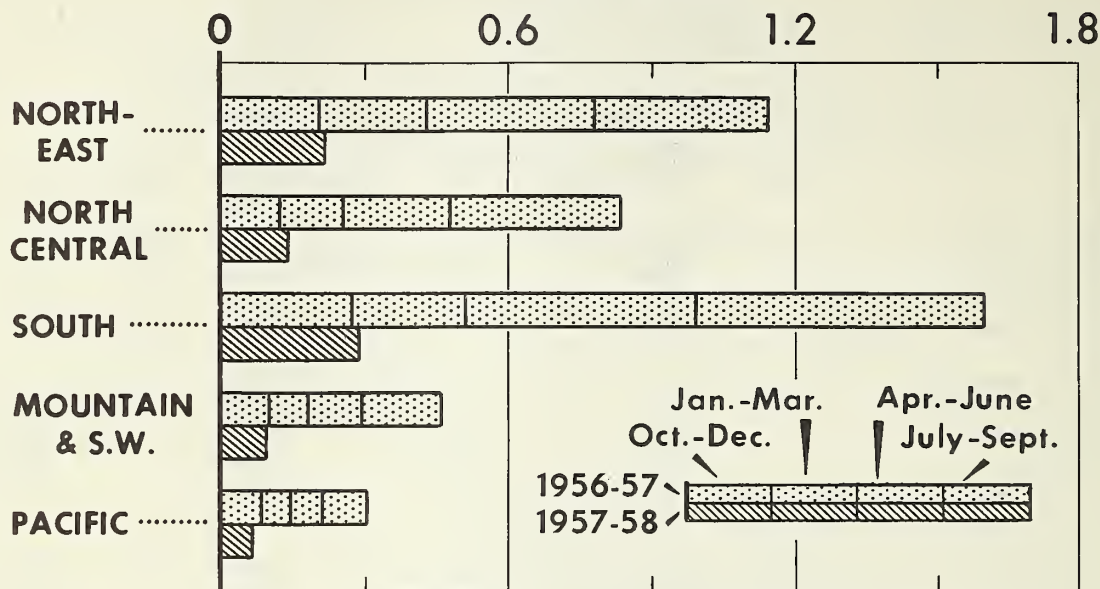
<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas grapefruit and grapefruit not identified as to origin.



## LEMON PURCHASES BY REGIONS

## MIL. BOXES



### PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4886-58(2) AGRICULTURAL MARKETING SERVICE

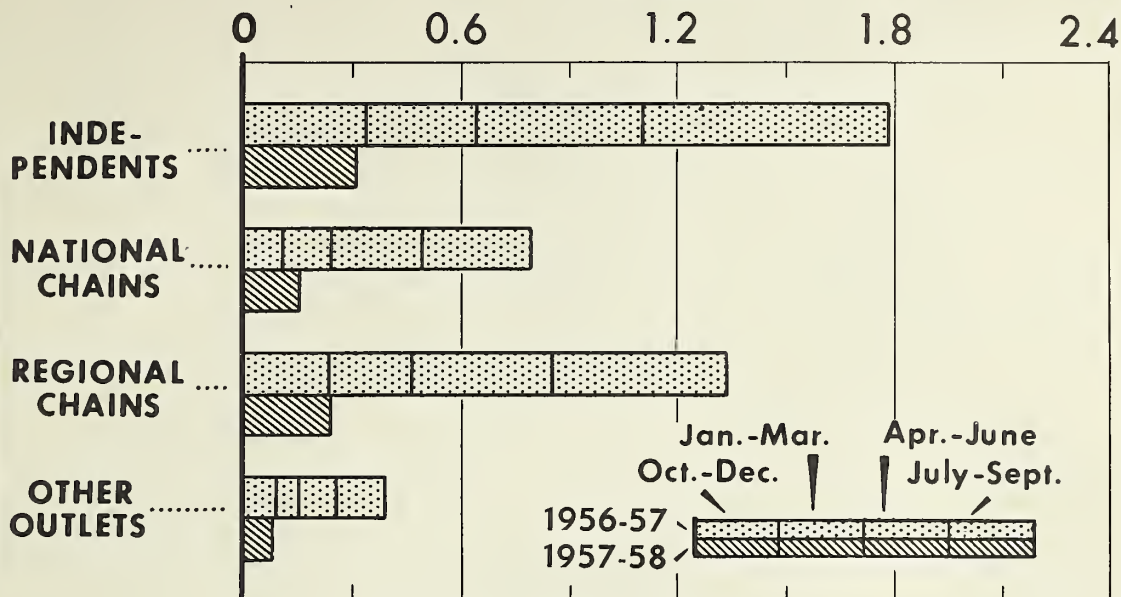
Figure 12

Table 27.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1956 to date

[illegible]

# WHERE CONSUMERS BUY LEMONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4887-58(2) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 28.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1956-57:												
October-December.....	337	117	239	774	45.3	52.6	49.1	47.0	6.6	5.6	6.2	6.4
January-March.....	303	126	225	734	47.3	53.7	48.7	48.2	6.2	5.5	6.1	6.1
April-June.....	476	247	394	1,219	43.3	44.1	41.1	42.5	7.1	7.2	7.8	7.3
July-September.....	664	310	491	1,595	42.0	43.9	41.1	42.0	7.8	7.8	7.9	7.8
Total.....	1,780	800	1,349	4,322								
1957-58:												
October-December.....	317	153	241	790	44.5	49.1	48.1	45.9	6.5	6.4	6.1	6.4
January-March.....												
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 29.--Tangerines: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1956 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	1,956	854	622	352	67	61	37.2	39.4	35.9	30.2	47.4	53.7
January-March.....	1,263	571	370	207	50	65	33.1	36.6	28.7	27.2	42.8	42.5
1957-58:												
October-December.....	1,422	646	406	241	47	82	44.4	46.9	44.6	35.7	53.2	49.5
January-March.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1956-57:												
October-December.....	11.9	11.1	13.1	13.9	8.8	8.7	12.0	19.1	13.4	9.1	4.0	3.7
January-March.....	12.4	11.5	14.3	14.2	9.6	9.7	7.7	12.7	7.9	5.3	3.0	3.9
1957-58:												
October-December.....	10.6	9.8	11.2	14.5	7.6	8.8	8.5	14.1	8.7	6.1	2.8	4.8
January-March.....												

Table 30.--Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1956 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1956-57:												
October-December.....	577	492	644	1,956	39.0	36.0	36.9	37.2	11.9	11.9	11.7	11.9
January-March.....	399	234	421	1,263	34.4	32.1	32.6	33.1	12.0	12.7	12.4	12.4
1957-58:												
October-December.....	450	294	474	1,422	45.0	45.3	44.5	44.4	10.5	10.4	10.6	10.6
January-March.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.